



**Partner Bulletin  
Medicare Mark & Tag  
Guidelines  
May 1999**

Dear Alliance Network Partner:

Enclosed is information that will have an impact on your constituency. These guidelines describe how you can use the Medicare mark and tagline pictured above to brand documents and materials as containing factual information. As we add more material to the Partner Kit and to the Partners Web Site, the opportunity for your organization to provide information to your constituency increases.

We developed the mark and tagline with the recognition that as the Medicare program continues to evolve, the information needs of its beneficiaries-your constituents-are and will remain a high priority. Beneficiaries needing to know how they are going to be affected by changes are now receiving informational materials bearing this mark and tagline which represents authoritative, factual information provided by the government. I urge you to join with us in applying the mark and tagline (in accordance with the enclosed guidelines) to the documents that you send to your constituents wherever you believe they can benefit from learning more about Medicare + Choice.

Please contact Linda Levin on 410-786-4616 to request an electronic or fax version of the Medicare mark and tagline. For reference purposes, the enclosed guidelines could be placed in the *Partner's Tools* section of the Partners' Kit.

